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This listing of claims will replace all prior versions,  
and listings, of claims in the application:

Claims 1-4 (canceled)

1 Claim 5 (currently amended): ~~[[The]]~~ A  
2 computer-implemented method ~~[[of claim 1]]~~ for  
3 controlling serving of an ad using its relevancy to a  
4 request, the method comprising:  
5 a) accepting, by a computer system including at  
6 least one computer, geolocation information  
7 associated with the request;  
8 b) comparing, by the computer system, the accepted  
9 geolocation information associated with the request  
10 with geolocation targeting information associated  
11 with the ad to generate a comparison result;  
12 c) determining, by the computer system, the  
13 relevancy of the ad using at least the comparison  
14 result; and  
15 d) controlling, by the computer system, the serving  
16 of the ad, for rendering on a client device, using  
17 the determined relevancy of the ad,  
18 wherein the geolocation targeting information  
19 associated with the ad corresponds to an area defined by  
20 at least three geographic reference points.

1 Claim 6 (original): The method of claim 5 wherein the  
2 area defined by at least three geographic reference  
3 points is a polygon.

1 Claim 7 (currently amended): ~~[[The]]~~ A  
2 computer-implemented method ~~[[of claim 1 further~~

3 ~~comprising:~~]] for controlling serving of an ad using its  
4 relevancy to a request, the method comprising:

5 a) accepting, by a computer system including at  
6 least one computer, geolocation information  
7 associated with the request;

8 b) comparing, by the computer system, the accepted  
9 geolocation information associated with the request  
10 with geolocation targeting information associated  
11 with the ad to generate a comparison result;

12 c) determining, by the computer system, the  
13 relevancy of the ad using at least the comparison  
14 result;

15 d) controlling, by the computer system, the serving  
16 of the ad, for rendering on a client device, using  
17 the determined relevancy of the ad;

18 e) determining, by the computer system, whether the  
19 ad has geolocation price information corresponding  
20 to the geolocation information accepted; and

21 f) if it is determined that the ad has geolocation  
22 price information corresponding to the geolocation  
23 information accepted, then determining, by the  
24 computer system, a score using at least the  
25 geolocation price information, otherwise  
26 determining, by the computer system, the score using  
27 at least general price information of the ad,

28 [[and]]

29 wherein the act of controlling the serving of the ad  
30 further uses the score of the ad, and

31 wherein the geolocation targeting information  
32 associated with the ad corresponds to an area defined by  
33 at least one geographic reference point.

1 Claim 8 (original): The method of claim 7 wherein the  
2 area includes a circular area having a radius about a  
3 specified geographic reference point.

1 Claim 9 (original): The method of claim 7 wherein the  
2 area includes an area defined by at least three  
3 geographic reference points.

1 Claim 10 (original): The method of claim 9 wherein the  
2 area defined by at least three geographic reference  
3 points is a polygon.

Claims 11-18 (canceled)

1 Claim 19 (currently amended): ~~[[The apparatus of claim~~  
2 ~~15]]~~ Apparatus for controlling serving of an ad using its  
3 relevancy to a request, the apparatus comprising:  
4 a) at least one processor; and  
5 b) at least one storage device storing  
6 processor-executable instructions which, when  
7 executed by the at least one processor, perform a  
8 method of:  
9 1) accepting geolocation information  
10 associated with the request,  
11 2) comparing the accepted geolocation  
12 information associated with the request with  
13 geolocation targeting information associated  
14 with the ad to generate a comparison result,  
15 3) determining the relevancy of the ad using  
16 at least the comparison result, and

17           4) controlling the serving of the ad, for  
18           rendering on a client device, using the  
19           determined relevancy of the ad,  
20                 wherein the geolocation targeting  
21           information associated with the ad corresponds  
22           to an area defined by at least three geographic  
23           reference points.

1       Claim 20 (original): The apparatus of claim 19 wherein  
2       the area defined by at least three geographic reference  
3       points is a polygon.

1       Claim 21 (currently amended): ~~[[The apparatus of claim~~  
2       ~~15 further comprising:]]~~ Apparatus for controlling  
3       serving of an ad using its relevancy to a request, the  
4       apparatus comprising:  
5                 a) at least one processor; and  
6                 b) at least one storage device storing  
7                 processor-executable instructions which, when  
8                 executed by the at least one processor, perform a  
9                 method of:  
10                1) accepting geolocation information  
11                associated with the request,  
12                2) comparing the accepted geolocation  
13                information associated with the request with  
14                geolocation targeting information associated  
15                with the ad to generate a comparison result,  
16                3) determining the relevancy of the ad using  
17                at least the comparison result,  
18                4) controlling the serving of the ad, for  
19                rendering on a client device, using the  
20                determined relevancy of the ad,

21           [[e]] 5) ~~[[means-for]]~~ determining whether the  
22           ad has geolocation price information  
23           corresponding to the geolocation information  
24           accepted~~[[+]]~~, and  
25           ~~[[#]]~~ 6) ~~[[means-for]]~~ determining a score  
26           using at least the geolocation price  
27           information if it is determined that the ad has  
28           geolocation price information corresponding to  
29           the geolocation information accepted, and  
30           ~~[[for]]~~ otherwise determining the score using  
31           at least general price information of the ad,  
32           wherein the ~~[[means-for]]~~ act of  
33           controlling the serving of the ad further uses  
34           the score of the ad, and  
35           wherein the geolocation targeting  
36           information associated with the ad corresponds  
37           to an area defined by at least one geographic  
38           reference point.

1       Claim 22 (original): The apparatus of claim 21 wherein  
2       the area includes a circular area having a radius about a  
3       specified geographic reference point.

1       Claim 23 (original): The apparatus of claim 21 wherein  
2       the area includes an area defined by at least three  
3       geographic reference points.

1       Claim 24 (original): The apparatus of claim 23 wherein  
2       the area defined by at least three geographic reference  
3       points is a polygon.

Claims 25-28 (canceled)